Let's Hit 'em Hard, America!

SWISH!
THIS IS A JOB FOR HARD BLOWS.... NOT BLOW-HARDS!
ALL OF US
AMERICA'S INDUSTRIAL MIGHT
TEST YOUR STRENGTH! SMASH THE AXIS!
DRAWN FOR PHILCO BY SID HIX

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This cartoon by Sid Hix is another in the series being drawn for Philco by America's leading editorial cartoonists to interpret the spirit of Philco's soldiers of production. It is being posted on bulletin boards of the Philco factories as a symbol to the men and women of Philco of the purpose and significance of their work in the united effort for Victory.

As this is written, American arms have taken the offensive. In less than a year after Pearl Harbor, American industry has equipped our fighting forces to carry the war to the enemy. And Axis dictators begin to talk in plaintive tone of black horizons and impending doom!

To the men and women of Philco who have had a part in this vast program of preparation, these events are an incentive to new and still greater achievements. The road ahead, though long and hard, is full of hope and promise. Now, more than ever before, Philco's war production pledge is *"More-Better-Sooner."*

The electronic miracles developed in the Philco laboratories, the radio communications equipment, fuzes, shells and storage batteries produced by Philco workers, are today fighting for freedom in the planes, tanks, ships and guns of many battlefields. When Victory is won, their heritage of amazing inventions will bring new comfort, convenience and entertainment to the homes of the nation.

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Free Limited Offer . . . While available, a full size reproduction of the original drawing by Sid Hix will be furnished gladly upon request. Simply address Philco Corporation, Phila., Pa., and ask for Cartoon No. 36FO.

PHILCO CORPORATION

"Our Secret Weapon" Tune in Friday evenings, over your local Columbia Station.

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BUY WAR BONDS AND STAMPS

America is conserving its resources for Victory. As you save on all products of peace-time consumption, remember too to preserve the things you own. Trained service men everywhere are leaving civilian life to serve vital military needs. So be careful to maintain the condition and prolong the life of your Philco products.

RADIOS, PHONOGRAPHS, REFRIGERATORS, AIR CONDITIONERS, RADIO TUBES ★ ★ INDUSTRIAL STORAGE BATTERIES FOR MOTIVE POWER, SIGNAL SYSTEMS, CONTROL AND AUXILIARY POWER

The Army-Navy "E" Flag awarded to Philco plants in Philadelphia, Chicago, Trenton, N.J., and Sandusky, Ohio.

"Coming-Out Party...With Plenty of Yanks!"

Sid Hix makes this contribution to the series being drawn for Philco by America's leading editorial cartoonists depicting the significance of America's productive might. While available, a full size reproduction of the original drawing will be sent, free, on request to Philco Corporation, Philadelphia, Pa. Ask for Cartoon No. 494.

FOR continued outstanding achievement in the production of war equipment, the men and women of Philco are among the first in the nation to win the right to fly their Army-Navy "E" Flag with the *added* White Star. The research laboratories whose peacetime achievements won leadership in the field of radio have now won new honor for their war achievements in the science of electronics. The production lines whose radios, refrigerators and air conditioners made Philco the quality name in millions of American homes are now honored again by our fighting forces for the products of their special skill and experience.

Before the war, that same research and skill made Philco the world's largest radio manufacturer. When the fight is won, you may look to Philco for leadership, again, in the peacetime application of the miracles which its laboratories have achieved for war. The amazing progress of Philco war research will be yours to enjoy in radio, in television, in refrigeration, in air conditioning, in all the fascinating aspects of the new science of electronics.

PHILCO CORPORATION

Philco Men and Women are among the first to fly the Army-Navy "E" Flag with White Star

OUR WAR PRODUCTION PLEDGE
MORE · BETTER · SOONER

RADIOS, PHONOGRAPHS, REFRIGERATORS, AIR CONDITIONERS, RADIO TUBES AND PARTS ★ ★ INDUSTRIAL STORAGE BATTERIES

BUY WAR BONDS AND STAMPS

LISTEN TO
"OUR SECRET WEAPON"

Hear Rex Stout expose Axis lies and propaganda over your Columbia station every Friday evening. Consult your local newspaper for time and station. Hear the Truth!

Can't Hide There Any More, Boys!

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RADAR, the fabulous radio device that *"sees through"* fog, clouds and darkness, that searches out enemy targets and warns against the approach of hostile forces, has given us a thrilling story of American ingenuity. Long before Hitler launched his war of nerves with ominous threats of secret weapons, the scientific branches of our Army, Navy and government were quietly developing this miracle of radio.

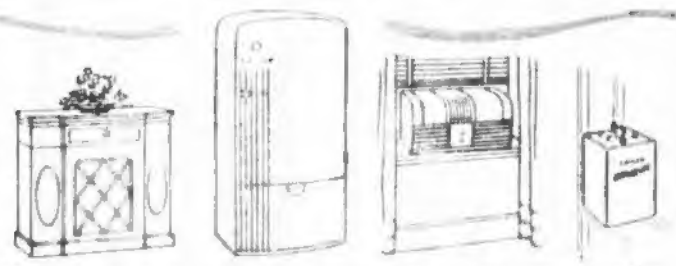
The time came when the radio industry of America was called upon to produce Radar quickly and in decisive quantities to turn the tide of Axis conquest. That's when Philco, with the facilities of the world's largest radio manufacturer and with vast research experience in the field of ultra-high frequency radio waves, was able to render its vital service to our fighting forces.

Today, Radar is one of Philco's most important war production activities. Tomorrow, the scientific progress achieved in the Philco laboratories will appear as peacetime miracles of radio, television, refrigeration, air conditioning and electronics for the homes and industries of America—under the famous Philco name.

PHILCO CORPORATION

BUY WAR BONDS AND STAMPS

Hasten Victory .. Build for tomorrow .. Invest a part of your income in War Bonds.



Philco distributors and dealers are doing their utmost under wartime conditions to service your Philco Radio, Phonograph, Refrigerator, Air Conditioner, or Industrial Storage Battery.

LISTEN TO
"OUR SECRET WEAPON"

Hear Rex Stout expose Axis lies and propaganda. Every Friday evening, CBS stations.

Author Sid Hix . . . and friend.